

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 2351-c2 - (DOUBLE FEATURE) - Req. No. M12892 - Page, 4/C - (7 x 10 inches)

Printed in U.S.A.

National Size Magazines, 1989

(604)

Double feature.

Some cigarettes offer you good taste.
Others have low tar. Thanks to Enriched Flavor,[™]
Merit gives you both: rich, satisfying flavor and up to 27% less tar than
other leading lights. You get two great features for
the price of one. Popcorn not included.

Enriched Flavor,[™] low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

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Kings: 9 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



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